Amend the claims as follows:

1.   (Once amended) A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site; and

at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to cursor placement <u>and time relative to movement</u> on a specific defined space on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space.

7.   (Once amended) A method for measuring user interaction with a defined space on a network site hosted by a server on a network, each network site including a display area that has one or more defined spaces where each defined space has a predetermined area on the display area, the network further having at least one user computer in communication therewith including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, the method comprising the steps of:

interacting with a network site through the browser on the user computer;

selectively recording interaction data on the user computer relative to cursor placement <u>and time relative to movement</u> on a specific defined space on the display area of the interacted network site; and

transmitting the interaction data to the server hosting the defined space.